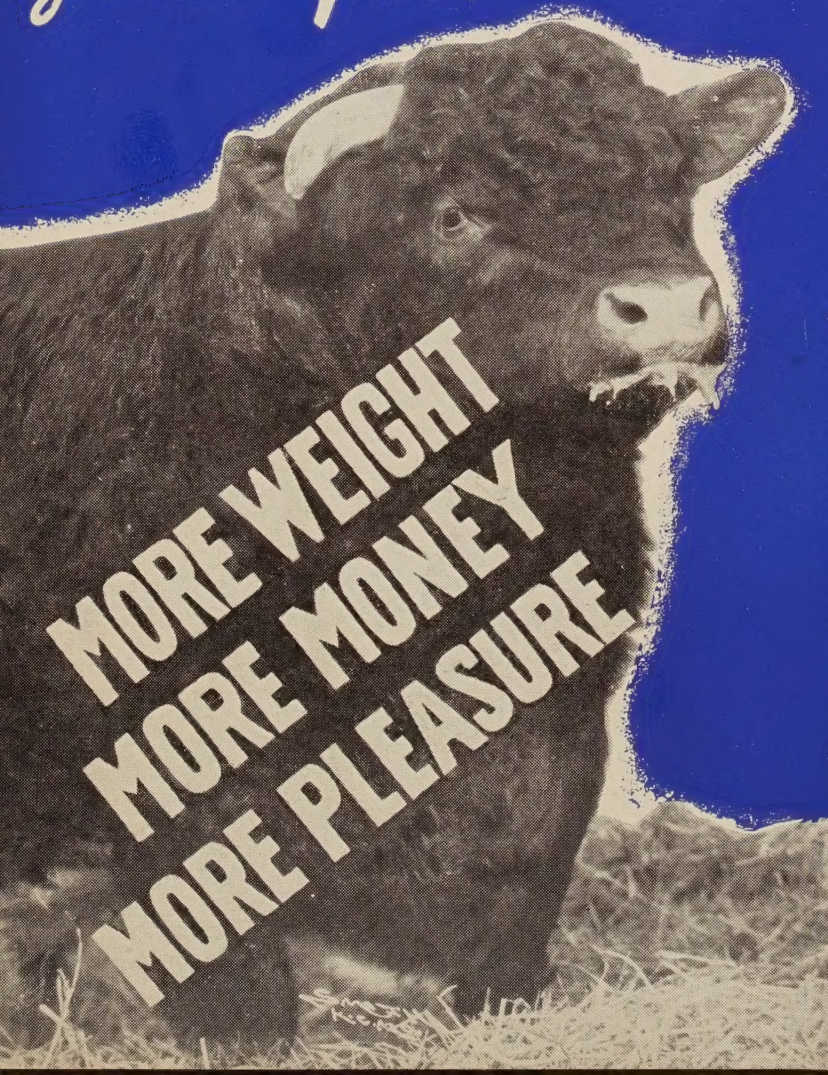


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

SHORTHORN BULLS

give you



MORE WEIGHT
MORE MONEY
MORE PLEASURE



MORE WEIGHT

EXTRA WEIGHT MAKES BIGGER RETURNS in the cattle business. Demand for Shorthorn bulls for cross breeding is the greatest in modern history **BECAUSE THEY SIRE BIGGER CALVES**—both purebred and crossbred. Modern records, showyard competition and practical experience by all seasoned cattlemen prove conclusively that bigger calves gain and weigh more at any age. They make **MORE EFFICIENT, MORE ECONOMIC, MORE PROFITABLE** use of **ALL FEEDS**.



MORE MONEY

Profits pile up faster with Shorthorns **BECAUSE OF:**

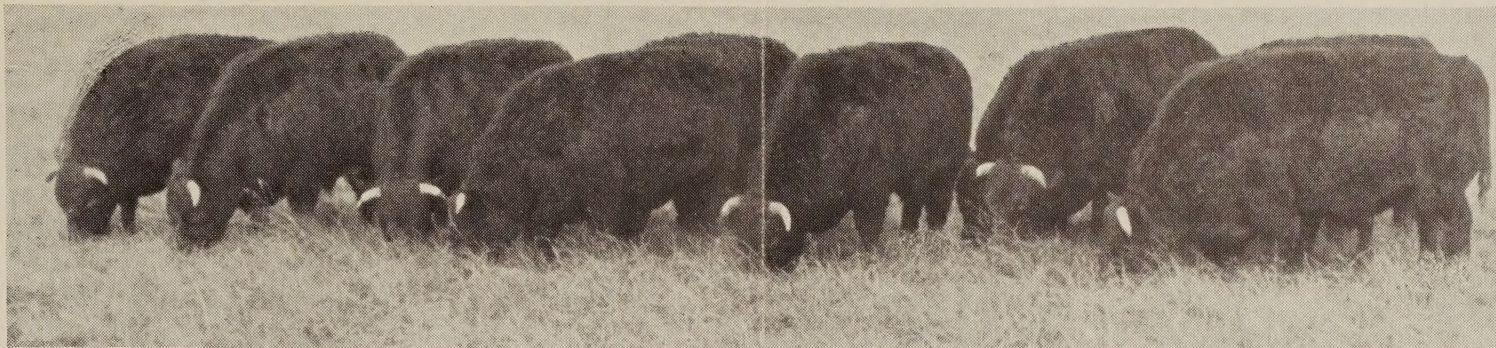
1. **INCREASED DEMAND.** The present demand for rugged, thick fleshed, heavy-bodied Shorthorn bulls for use in commercial and purebred herds has never been equalled. That's why our membership has doubled in the last five years.
2. **PREMIUM PRICES.** Breeders of Shorthorn bulls as well as Cornbelt feeders and producers of straight and crossbred Shorthorn feeder calves continually report premium prices.
3. **EXTRA INCOME** from the Shorthorn through **GREATER WEIGHT PER ANIMAL.**
4. **MORE SALVAGE VALUE** for breeding cows marketed as beef when past their usefulness as breeders.



MORE PLEASURE

Shorthorns adjust themselves to all conditions and environments **EASILY AND QUIETLY**. This makes them a **PLEASURE** to own and raise. Their quiet, easy feeding dispositions play a big part in the profit picture. Nervous cattle **WASTE HUNDREDS OF POUNDS** of profitable gain.

**As long as you sell beef by the pound —
USE SHORTHORNS — Best in Every WEIGH!**



Read What These Leaders Say about Shorthorns!

We USE SHORTHORN BULLS
Because:

"Extra milk flow resulting from Shorthorn blood means extra pounds of beef on every range calf or yearling marketed," says Leo McKinney, manager of the Victorio Land and Cattle Co., Deming, New Mexico, who uses Shorthorn bulls in a program of cross breeding on 25,000 whiteface cows in order to recover weight in steers lost by years of straight breeding. "The good flow of milk which a calf gets from heifers of Shorthorn blood, gives him the kind of start that makes him a bigger, healthier steer all his life."

"As a result of the use of Shorthorn bulls in our cross breeding program for the past 45 years, we credit between 50 and 80 additional pounds per yearling steer when marketed off grass," says A. B. Hall, Hall Cattle Co., prominent commercial cattle producers of Alliance, Nebraska, where 50 percent of the sires on a large herd of whiteface cows are Shorthorns. "The extra weight on our cows when marketed as beef more than compensates for the premium prices we have paid for good Shorthorn bulls."



We FEED SHORTHORN STEERS
Because:

"I feed all breeds and all kinds of cattle and had two of the leading beef breeds in my feedlot last winter. In nine months time the

Shorthorn steers gained an average of 100 pounds per head more than the average of the other breed. That's why we are feeding all Shorthorns this year."—Henry Nelson, Geneseo, Illinois.

"The fastest-gaining bunch of steers I ever had in my 30 years' experience, were Shorthorns. They made 4 pounds a day from feeder to market, and needless to say they had the frames

on which to put such gains."—F. L. Schweppe, Hamilton Co., Iowa. (July 26, 1947 issue, Cornbelt Dailies.)

We LIKE SHORTHORNS BEST
Because:

"they gain weight rapidly"
"have such easy handling dispositions"
"are friendly and cooperative"
"fit into any program"
"have made the most money"
"they win easily"

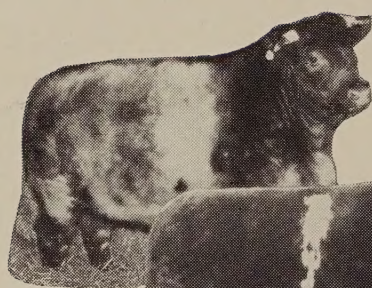
These are statements made over and over by 4-H boys and girls who have shown Shorthorn steers to the grand or reserve grand championships over all breeds at scores of county, district, state and national shows all over the country in the last three years. There's a reason why THE SWING IS TO SHORTHORNS.

Write for further information about how Shorthorns can increase your cattle income, and ask for sources of supply.

American Shorthorn Breeders' Association
Chicago 9, Illinois

3 years in a Row

INTERNATIONAL JUDGES CHOSE SHORTHORNS OVER ALL BREEDS



1945
Tomahawk



1946
Royal Jupiter



1947
Big Boy

May We Help You Locate

**SHORTHORN BULLS
FEMALES • FEEDER CATTLE**

ONE or a CARLOAD

Our expanding field force enables us to offer you a complete buying service at no charge. Because of increased demand everywhere more and more buyers are availing themselves of this service. **WRITE TODAY.**

CLINTON K. TOMSON, Secretary

AMERICAN SHORTHORN BREEDERS' ASSOCIATION

Union Stock Yards, Chicago 9, Illinois